

SYNOPSIS

POTATO FLAKE PROCESSING PLANT

India is the 3rd largest producer of Potatoes in the world reflecting a production of 30 Million MT.. U.P, West Bengal, Bihar, Punjab and Maharashtra together contributes approximately 80% of India's potato production.

India today has number of Potato Varieties which have high solid and low sugar content required for Potato Flake Manufacturing. Products from potato are quite popular in our country. Many ready to eat products can be prepared by utilizing potato. Units based on potato products can easily be established in potato growing areas and the market for these products can be exploited in urban and semi-urban



centres. Flour, granules, mashed product from potatoes are used in the preparation of Potato Chips, Soup Powder, Instant foods, etc., It can also be used as binding materials for preparing curry based Food items and used for making tikkia, chops, pakoda, cutlets, stuffed paratha, kofta and other products. Potato

flour based products are for mass consumption and they can be marketed easily.

The process involves the operation of :

1. Washing and peeling
2. Cutting
3. Pre-Cooking and Cooling
4. Cooking and Additive feeding
5. Drying and Cooling
6. Packaging

The flour obtained by this process can be easily reconstituted with boiling water to get the mashed potato product or can directly be used in various ready to eat products.

Market

Indian Market – 25,000 MT

World Market – 450,000 MT

Clients – Ready to Eat Industry (Bhujija, Potato Chips, etc), Snack Food Industry, Hospitality, Defence, etc.

Market – Domestic as well as Export.

It should be noted that India is currently a Net Importer of Potato Flakes. 50% of India Potato Flake consumption is imported due to processing units not being able to match up to the demand.

Govt. Incentive

Up to a maximum of 25% of Capital expenditure on P & M with a cap of Rs. 50 Lakhs. This is expected to change in the 12th 5 year plan.

Project Details (Minimum Expected)

Plant Capacity – 300 Kgs / Hr.

Project Cost – Rs. 15. Crores - Rs. 18 Crores

Machinery Cost – 8.0 Crores – Rs. 10 Crores

Working Capital – Rs. 1 Crores

Land Required – 2 acre

Manpower – 60

Electricity - 250 KVA

Financials :

Break Even Capacity – 50%

Payback Period – 3 years

ROI – 25%

IT SHOULD BE NOTED THAT THE ABOVE MENTIONED FIGURES AND INFORMATION IS TENTATIVE. CONSULTANTS RECOMMEND

**TECHNO-ECONOMIC FEASIBILITY REPORT TO UNDERSTAND EXACT
DETAILS TO THE ABOVE MENTIONED INFORMATION.**

FOR FURTHER DETAILS PLEASE CONTACT.

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